

**From:** [Rena Leddy](#)  
**To:** [Kent Smith](#)  
**Subject:** RE: Introduction  
**Date:** Monday, July 20, 2015 8:43:34 AM

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We can always meet with this person.

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**From:** Kent Smith  
**Sent:** Tuesday, July 14, 2015 11:03 AM  
**To:** Rena Leddy  
**Subject:** FW: Introduction

Thoughts on this

Kent Smith,  
Executive Director  
LA Fashion District BID  
110 E. 9th Street, Ste. A-1175  
Los Angeles, CA 90079  
213.488.1153 Ex. 712  
[kent@fashiondistrict.org](mailto:kent@fashiondistrict.org)

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**From:** Chris Sheng [<mailto:chris@simpletux.com>]  
**Sent:** Thursday, July 09, 2015 8:09 PM  
**To:** William Chun; Kent Smith  
**Subject:** Re: Introduction

Thanks Billy.

Kent – pleasure to be introduced to you. I would love to learn more about Fashion District’s BID and how we can give back to the downtown eco-system through our business, SimpleTux. Let me know a good way to connect, either to hop on a call or in person as we are now in downtown.

Best.



**Chris Sheng, Co-Founder / Marketing & Media**  
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**From:** William Chun <[william.chun@lacity.org](mailto:william.chun@lacity.org)>

**Date:** Thu, 9 Jul 2015 17:52:22 -0700

**To:** Kent Smith <[kent@fashiondistrict.org](mailto:kent@fashiondistrict.org)>

**Cc:** Chris Sheng <[chris@simpletux.com](mailto:chris@simpletux.com)>

**Subject:** Introduction

Hi Kent, hope all is going well with you. I wanted to introduce you to Chris Sheng (copied here) who is co-founder for a startup called Simple Tux. He just took up occupancy in one of our incubator spaces in downtown and is interested in working with some of the existing businesses in your BID.

Thanks,

Billy Chun | Director – Business Team

**Mayor Eric Garcetti**

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